

# 2001 California Children's Healthy Eating and Exercise Practices Survey

**Table PP! 5b: Percentage of California Children Reporting Awareness of the *Campaign* (Phone Sample)**

Do you recall seeing or hearing any TV commercials that promoted an educational program called *5 a Day-Power Play!*?

Other than TV commercials, have you seen or heard about *5 a Day-Power Play!* anywhere else?

	Aware of the <i>Campaign</i> , Percent of Children
<b>Total</b>	<b>30</b>
<b>Gender</b>	
Males	37 **
Females	24
<b>Ethnicity</b>	
White	24 *
African American	29
Latino	40
Asian/Other	25
<b>Income</b>	
≤\$19,999	38
\$20,000 - \$49,999	31
≥\$50,000	29
<b>Federal Poverty Level</b>	
≤ 185%	37 *
> 185%	27
<b>Food Stamps</b>	
Yes	43
No	29
<b>Overweight Status</b>	
Not at Risk	28
At Risk/Overweight	38
<b>Physical Activity</b>	
≥60 minutes	28
<60 minutes	33
<b>School Breakfast</b>	
Yes	43 *
No	28
<b>School Lunch</b>	
Yes	34
No	25
<b>Nutrition Lesson</b>	
Yes	31
No	30
<b>Exercise Lesson</b>	
Yes	31
No	30

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

\* p<.05

\*\* p<.01